

A

JC498 U.S. PTO  
03/06/02

jc857 U.S. PTO  
10/092369  
03/06/02

)  
)  
) Examiner: Not yet assigned  
)  
) Group Art Unit: Not yet assigned  
)  
) Attorney Docket No.: I02.003

Group Art Unit: Not yet assigned

Attorney Docket No.: I02.003

)  
)  
)  
)  
)  
)

Commissioner for Patents  
Washington, D.C. 20231

100309 in 100309

Transmitted herewith for filing under 35 USC 111(a) and 37 CFR 1.53(b) is a new utility patent application for an invention entitled: **METHOD AND APPARATUS FOR SERVING A MESSAGE IN CONJUNCTION WITH AN ADVERTISEMENT FOR DISPLAY ON A WORLD WIDE WEB PAGE**

and invented by: **STETSON et al.**

Enclosed are:

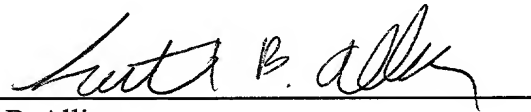
1. ☐ Filing Fee as calculated and transmitted as described below
2. ☒ Specification having 47 pages and including the following:
  - a. ☒ Descriptive Title of the Invention
  - b. ☒ Cross references to Related Applications (*if applicable*)

- c. ☐ Statement Regarding Federally-sponsored Research/Development
- d. ☐ Reference to Microfiche Appendix (*if applicable*)
- e. ☒ Background of the Invention
- f. ☒ Brief Summary of the Invention
- g. ☒ Brief Description of the Drawings (*if drawings filed*)
- h. ☒ Detailed Description
- i. ☒ Claim(s) as Classified Below
- j. ☒ Abstract of the Disclosure
3. ☒ Drawing(s) (*when necessary as prescribed by 35 USC 113*)
- a. ☒ Formal      Number of Sheets 13
- b. ☐ Informal      Number of Sheets
4. ☒ Oath or Declaration
- a. ☐ Newly executed (*original or copy*)      ☒ Unexecuted
- b. ☐ Copy from a prior application (37 CFR 1.63(d))
- c. ☐ With Power of Attorney      ☐ Without Power of Attorney
- d. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the Prior Application, see 37. CFR 1.63(d)(2) and 1.33(b).
5. ☐ Incorporation By Reference (*usable if Box 4b is checked*)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6. ☐ Assignment Papers (*cover sheet & documents(s)*)
7. ☐ 37 CFR 3.73(B) Statement (*when there is an assignee*)
8. ☐ English Translation Document (*if applicable*)
9. ☐ Information Disclosure Statement/PTO-1449      ☐ Copies of IDS Citations
10. ☒ Preliminary Amendment
11. ☒ Acknowledgement Postcard
12. ☒ Mailed Via  
☐ First Class      ☒ Express Mail (*Specify Label No.*) **EV017948045US**
13. ☐ Certified Copy of Priority Document(s) (*if foreign priority is claimed*)
14. ☐ Request and Certification under 35 USC 122(b)(2)(B)(i) (*attach PTO/SB/35*)
15. ☐ Additional Enclosures: \_\_\_\_\_

**FEE CALCULATION**

For	No. Filed	No. Allowed	No. Extra	Rate	Fee
Total Claims	49	- 20	29	\$ 18.00	\$ 522.00
Indep. Claims	14	- 3	11	\$ 84.00	\$ 924.00
Multiple Dependent Claims (If applicable, please add \$ 260.00)					\$ 0.00
<b>BASIC FEE</b>					\$ 740.00
<b>OTHER FEE</b> (specify purpose):					\$ 0.00
<b>TOTAL FILING FEE</b>					<b>\$2,186.00</b>

Respectfully submitted,



Scott B. Allison  
 Registration No. 38,370  
 Buckley, Maschoff, Talwalkar & Allison LLC  
 5 Elm Street  
 New Canaan, CT 06840  
 (203) 972-5985

March 6, 2002  
 Date